

SERVICE Manager Meeting Planner

This meeting planner is a tool that you can use to expand your training by using information from this month's *Consultant* magazine.

Article & Page	Activity	Manager's Script
NEURALIZATION Can Be Good Pages 13 Approx. 10 min.	<p>Opener/Energizer. An energizer helps loosen people up and gets them thinking about the material and its practical application within the dealership, particularly to their job.</p> <p>This exercise is designed to get your staff to discuss what aspects of your business might be worth dropping or ignoring for the purpose of making it easier for customers to buy your products and services or for you to conduct business.</p> <p>There is nothing worse than trying to make better what should never have been started. Get your people to help you find ways to get better by eliminating unnecessary work.</p>	<p>In the article, Neuralization Can Be Good, the author reflects on a unique gadget from the movie Men in Black – The Neuralizer. When it was flashed, it erased the memory of anyone it was pointed at.</p> <p>I'd like to take that concept into our own purpose. I'd like you all to consider our business in terms of the things that we do that just don't seem necessary. Things that take up time and effort but don't seem to pay off. If you could make everyone here, forget about a policy or procedure that seems unfriendly to customers or is just a general waste of time, what would you choose:</p> <ol style="list-style-type: none"> 1. Policy or procedure that is not necessary. 2. Something you do that consumes time but does not seem to be important enough to continue. 3. Something we're trying to make better that should never have been started.
KINDNESS Pages 8-9 Approx. 15 min.	<p>This series of articles indicates that exceptional service doesn't just happen. It is the result of a service provider deciding to provide extraordinary service.</p> <p>This exercise is designed to get a discussion going about how to improve your business by discussing some ways to develop a brand of kindness in the service your staff provides that customers cannot ignore.</p>	<p>In the Cover Story the author writes about the substantial advantages that a business enjoys when its people treat its customers with kindness. I'd like to spend some time today to discuss our brand of kindness and the kinds of things we can do to improve the quality and frequency of the kindness we share with our customers.</p> <ol style="list-style-type: none"> 1. Give an example of an act of kindness bestowed (by anyone) on a customer that impressed you. 2. What are some of the ways you express kindness toward customers? 3. What do we need to do for kindness to be more frequently shared between employees and customer or between co-workers?
All Approx. 5 min.	<p>Wrap Up — The objective is to have your consultants provide feedback about information they found relevant and helpful in the magazine that was not covered in the meeting.</p> <p>Tip: <i>Do not adjourn without a response to this question. (You may need to offer your own answer and then ask what each person thinks about it.)</i></p> <p>Tip: <i>Another objective of this activity is to set the stage for next month's meeting. Consultants will prepare to answer the questions you may ask. This is a way to hold them accountable for reading the magazine.</i></p>	<p>We have talked about:</p> <ul style="list-style-type: none"> • Neuralization • Kindness <p>In addition to these subjects, what other one article or bit of information stands out for you in this month's <u>Consultant</u> magazine?</p>